

ORDER



KSNV

Orders	Order / Rev:	104403
	Alt Order #:	06832083
	Product Desc:	HELLER FOR SENATE
	Estimate:	
	Flight Dates:	10/10/12 - 10/16/12
	Original Date / Rev:	10/09/12 / 10/09/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Strategic Media Services, Inc.
	Buying Contact:	
	Billing Contact:	
		3299 K St. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	82	\$51,425.00	\$43,711.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	82	\$51,425.00	\$43,711.25	0.00
Totals	82	\$51,425.00	\$43,711.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$51,425.00
Market	100%	\$177,327.59

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$46,105.17
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$31,918.97
KTUD	1%	\$1,773.28
KVVU	24%	\$42,558.62
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,546.55

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.00	2	0.00	NM	2	\$600.00
<div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 10/08/12</div> <div>10/14/12</div> <div>--WTF--</div> <div>2</div> <div>\$300.00</div> <div>0.00</div> </div>															

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.00	2	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	2		\$300.00		0.00						
N 2	KSNV	10/15/12	10/16/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.00	2	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$300.00		0.00						
N 3	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
N 4	KSNV	10/10/12	10/12/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	2		\$450.00		0.00						
N 5	KSNV	10/10/12	10/12/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$600.00	2	0.00	NM	3	\$1,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$600.00		0.00						
N 6	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	1		\$600.00		0.00						
7	KSNV	10/15/12	10/16/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$275.00		0.00						
N 8	KSNV	10/10/12	10/12/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	---TF--	:30	3	\$275.00	2	0.00	NM	2	\$550.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$275.00		0.00						
N 9	KSNV	10/10/12	10/12/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WT---	:30	2	\$225.00	2	0.00	NM	2	\$450.00
TODAY \3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WT---	2		\$225.00		0.00						
N 10	KSNV	10/15/12	10/16/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
TODAY \3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$225.00		0.00						
N 11	KSNV	10/15/12	10/16/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$225.00		0.00						
N 12	KSNV	10/10/12	10/12/12	Rachael Ray Rachael Ray	CM	11am-12pm	---TF--	:30	2	\$225.00	2	0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$225.00		0.00						
N 13	KSNV	10/10/12	10/12/12		CM	12-1230pm	--W----	:30	1	\$275.00	2	0.00	NM	1	\$275.00

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Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News											
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$275.00		0.00			
14	KSNV	10/15/12	10/16/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$275.00		0.00			
N15	KSNV	10/15/12	10/16/12	The Agenda 1230pm	CM	1230-1p	MT-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					1	\$225.00		0.00			
16	KSNV	10/10/12	10/12/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$225.00		0.00			
N17	KSNV	10/10/12	10/12/12	Days of our Lives	CM	1258p-2pm	--WT---	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WT---					2	\$275.00		0.00			
18	KSNV	10/15/12	10/16/12	Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$275.00		0.00			
N19	KSNV	10/15/12	10/16/12	The Doctors	CM	2pm-3pm	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$225.00		0.00			
N20	KSNV	10/10/12	10/12/12	The Doctors	CM	2pm-3pm	---TF--	:30	2	\$225.00	2	0.00	NM	2	\$450.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$225.00		0.00			
N21	KSNV	10/10/12	10/12/12	Dr. Phil	CM	3-4p	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$300.00		0.00			
22	KSNV	10/15/12	10/16/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$300.00		0.00			
23	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$450.00		0.00			
N24	KSNV	10/10/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--W-F--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W-F--					2	\$450.00		0.00			
N25	KSNV	10/10/12	10/12/12		CM	4-5pm	--WT---	:30	3	\$450.00	2	0.00	NM	2	\$900.00

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Advertiser: Heller, Dean for U.S. Senate
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Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -- WT--- 2 \$450.00 0.00															
26	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)		4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MT----- 2 \$450.00 0.00															
N27	KSNV	10/15/12	10/16/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$900.00	2	0.00	NM	1	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$900.00 0.00															
N28	KSNV	10/10/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$900.00	2	0.00	NM	3	\$2,700.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --WTF-- 3 \$900.00 0.00															
N29	KSNV	10/10/12	10/12/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
JEP/WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --WTF-- 3 \$750.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 5 KSNV 10/08/12-10/14/12 M-F Jeop/Wheel 630-730pm --WThF-- :30 (\$750.00) 0.00 NM See MG 29.9 [will mg again]															
9 KSNV 10/11/12-10/11/12 SIGN ON-SIGN OFF 5a-459a (9:30 PM-10:30 PM) - - - Th - - - :30 \$750.00 0.00 NM Ⓜ MG for 29.5 10/11 [inv code]															
N30	KSNV	10/15/12	10/16/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MT-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
JEP/WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MT----- 1 \$750.00 0.00															
N31	KSNV	10/15/12	10/16/12	FacetoFace/Ralston RepCM Face to Face w/ J.Ralston		730-758pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MT----- 2 \$450.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/15/12-10/21/12 FacetoFace/Ralston Report 730-758pm MT----- :30 (\$450.00) 0.00 NM See MG 31.3 [PGM CHG = NBC DEBATE]															
3 KSNV 10/16/12-10/16/12 RALSTON in PRIME 8-11pm -T----- :30 \$450.00 0.00 NM Ⓜ MG for 31.1 10/16 [INV CODE]															
N32	KSNV	10/10/12	10/12/12	FacetoFace/Ralston RepCM Face to Face w/ J.Ralston		730-758pm	--W-F--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W-F-- 2 \$450.00 0.00															
33	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---T--- 1 \$775.00 0.00															
34	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00

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49	KSNV	10/14/12	10/14/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$1,900.00		0.00			
50	KSNV	10/14/12	10/14/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$250.00		0.00			
51	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$375.00		0.00			
52	KSNV	10/14/12	10/14/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$1,600.00		0.00			
53	KSNV	10/14/12	10/14/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$8,000.00		0.00			
54	KSNV	10/14/12	10/14/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.00	2	0.00	NM	1	\$6,500.00
NFL POSTGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$6,500.00		0.00			
55	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$200.00		0.00			
													Totals	82	\$51,425.00